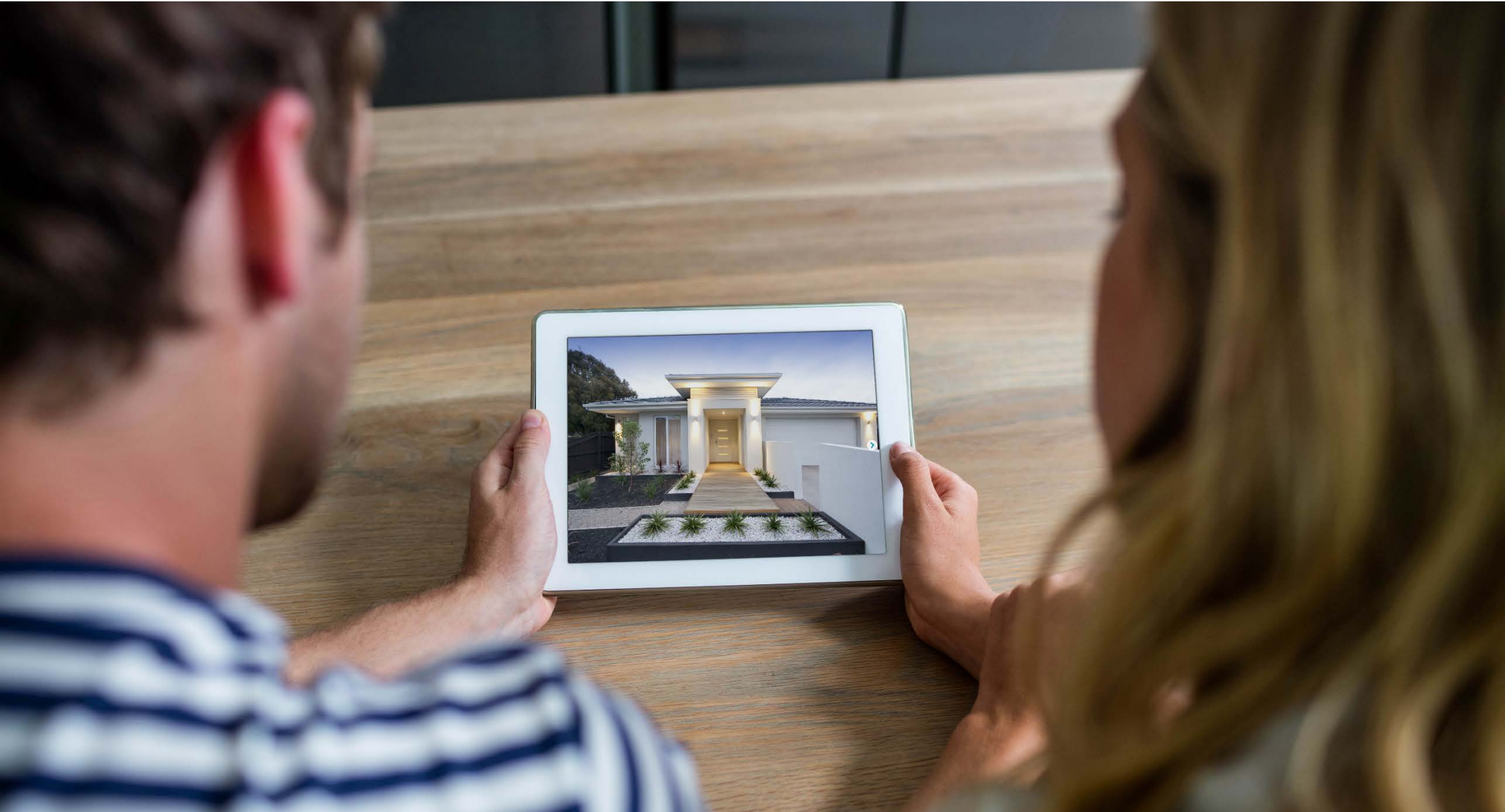




Transformation Program and New Strategic Direction

July 2018



BMP's Transformation Program

BMP, Australia's leading 'DIY' property sales platform, is pleased to announce its new corporate strategy, following a Transformation Program which has been underway since September 2017

- buymyplace.com.au Limited (BMP:ASX), established in 2007 and listed in March 2016, is Australia's leading DIY property sales platform
 - Growth in listings and revenue of 19.6% p.a. and 46.7% p.a., respectively, since listing
 - Website traffic of over 40,000 unique visitors per month and a c. 26% share of the Australian DIY property sales market
- BMP commenced a significant Transformation Program in September 2017 with the following objectives:
 - Create genuine prop-tech capability
 - Optimise customer experience, choice and control
 - Improve marketing effectiveness and efficiency
 - Better leverage traffic with cross-sell opportunities
 - Build scale and liquidity for BMP shareholders
 - Ultimately, to achieve operating profitability during 2019
- New CEO, Colin Keating, was appointed in November 2017 to create and deliver the Transformation Program

Transformation Program initiatives completed

- ✓ Employ highly experienced CEO and senior management
- ✓ Endorsement of updated strategy
- ✓ Acquisition of best-of-breed DIY rental technology
- ✓ Launch of financial services business
- ✓ Launch of extensive digital marketing campaign
- ✓ Thorough review of expenses and efficiency

Transformation Program initiatives underway

- ✓ Refinement of core products and dynamic pricing
- ✓ Focus on customer experience and journey
- ✓ Significant upgrade of technology capability
- ✓ Online transaction execution capability
- ✓ Smarter spend on marketing and market perception

Transformational Program initiatives in pipeline

- ✓ Further partnerships and acquisitions

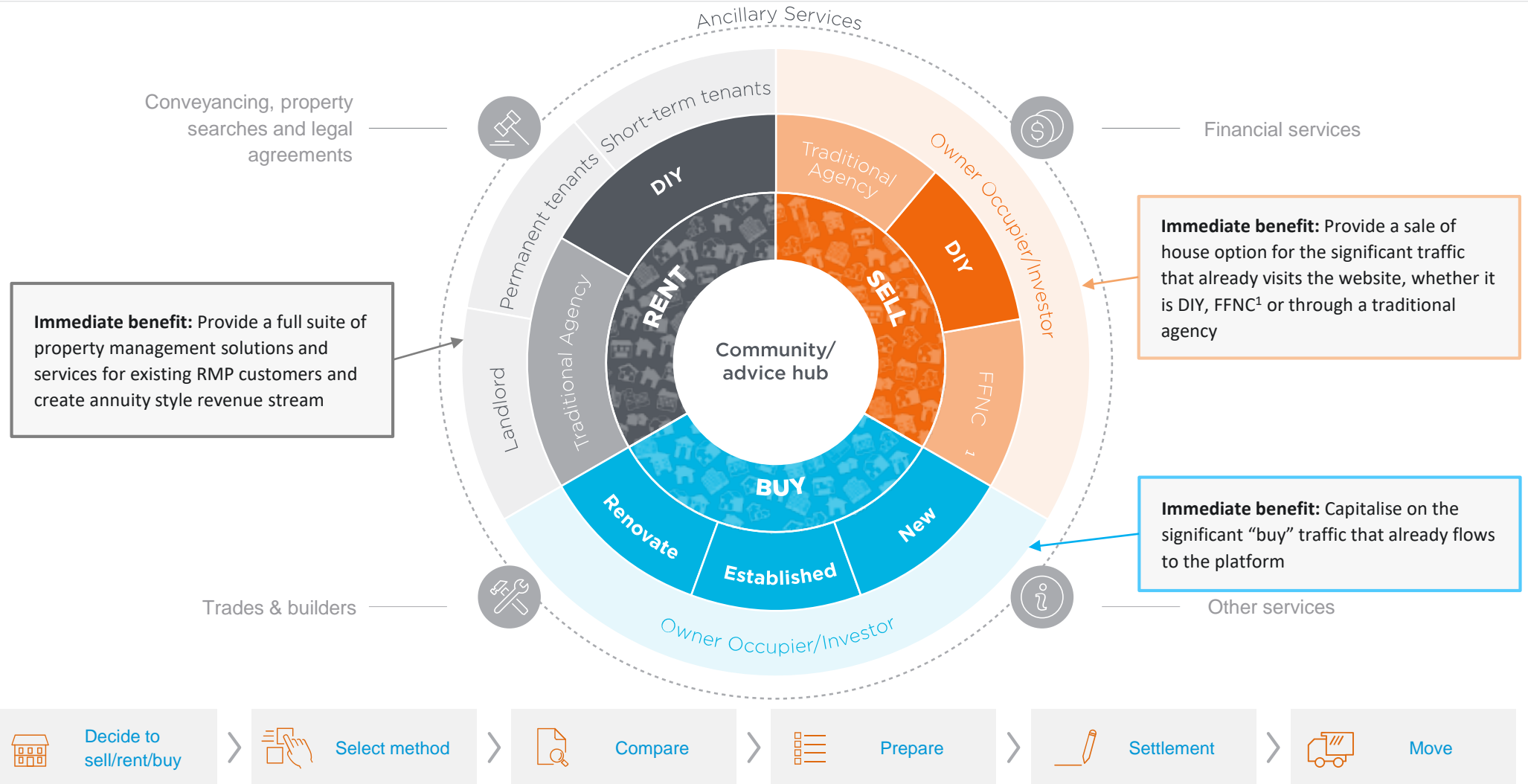
buyMyplace is transforming to address market needs

The Transformation Program facilitates the opportunity to be the market leader in digital property transactions

Previous	Going forward
Strategy focused on DIY initiatives to allow home owners to sell their home – buyMyplace concept	An integrated platform and service offering for all property transactions (buy, sell or rent)
Service business with thin layer of technology	Superior prop-tech capability will provide automation, data capture/utilisation and scalability
Inconsistent customer experience	Choice and control delivered in a simple and transparent customer journey
Narrow focus on organic growth through traditional marketing channels	Comprehensive digital marketing campaign to drive organic growth and acquisitions/JVs to fulfil strategy
Limited scale impacting relevance, liquidity and investment in overhead	BMP will deliver scale and liquidity and a more appropriate overhead structure

A refined strategy focused on property transaction facilitation

BMP's vision is to become the leading digital facilitator of core property transactions (i.e. sell, rent and buy), accompanied by high quality ancillary products and services



1. Fixed Fee & No Commission

Key benefits of the new strategy

The new corporate strategy represents a compelling opportunity to invest in a high growth business that is set to revolutionise the property sector

01

Unique integrated business model

- Integrated model is unique in Australia (i.e. first mover advantage)
- Delivers the scale to optimise marketing spend and will provide comprehensive and valuable (i.e. predictive) data on customer behaviour
- Optimise traffic through significant cross-sell opportunities

02

Market ripe for disruption

- Uniquely positioned to lead the disruption in Australia (40,000 monthly UVs)
- Original BMP thesis remains – if DIY sales are 23% of property sales (akin to Canada), the DIY sales market increases to 100,000 potential listings
- Real estate agent incentives not aligned to their customer's needs

03

Significant growth prospects

- Comprehensive digital marketing campaign to significantly increase traffic and awareness underway
- Significant growth expected in financial services and the new property management platform
- Other acquisitions that 'plug' into the strategy that create revenue synergies and cross-selling opportunities have been identified

04

Prop-tech and automation focus

- Technology investment will enhance automation and scalability to optimise customer experience
- A strategic plan to grow the in-house tech capability in line with roadmap initiatives to drive revenue growth
- Automated cross-selling opportunities enhanced through data management strategy
- Self-serving tools and content to drive inbound leads

05

Strong leadership and processes

- New CEO and senior management team in place since October 2017, with considerable experience in technology and financial services
- Detailed technology implementation plan




06

Profitable in the short-term

- If the Transformation Program is successfully executed and the expected benefits are achieved, BMP expects positive EBITDA in the second half of CY 2019

Unique business model amplifies BMP's market opportunity...




The property sector is ripe for disruption, led by a centralised platform with a technology-enabled solution and dedication to a high quality customer experience

	BMP capability 	BMP capability 	BMP capability 
	Sell	Rent	Buy
Customers	<ul style="list-style-type: none"> Land owners Home owners Investors 	<ul style="list-style-type: none"> Investors Permanent tenants Holiday-let tenants Short-term tenants 	<ul style="list-style-type: none"> Investors Home purchasers Home builders Renovators
Services	<ul style="list-style-type: none"> DIY facilitation Agent referral 	<ul style="list-style-type: none"> DIY property management Agent referral DIY tenancy management 	<ul style="list-style-type: none"> DIY facilitation Off-the-plan sales Builder and developer referral Agent sales
Revenue model	<ul style="list-style-type: none"> Listing fee Upgrade and ancillary services Lead referral fee 	<ul style="list-style-type: none"> Listing fee Recurring management fee Lead referral fee 	<ul style="list-style-type: none"> Agency commissions Lead referral fee Subscription fees
Market size	<ul style="list-style-type: none"> \$9.5 billion¹ 	<ul style="list-style-type: none"> \$2.0 billion¹ 	<ul style="list-style-type: none"> \$9.5 billion¹
Incumbents	<ul style="list-style-type: none"> Traditional real estate agents FFNC real estate agents 	<ul style="list-style-type: none"> Online portals Real estate agents Property managers Trades services 	<ul style="list-style-type: none"> Traditional real estate agents FFNC real estate agents² Trade classifieds

1. IBISWorld Industry Report L6720

... and ability to collect, utilise and monetise data and cross-sell

Understanding the customer, their needs and accurately predicting their behaviour will drive cross-selling opportunities and create inherent significant value for BMP

	BMP capability 	BMP capability 	BMP capability 
	Sell	Rent	Buy
Financial services	<ul style="list-style-type: none"> • Underwritten sale price • Refinancing 	<ul style="list-style-type: none"> • Bond finance • Financial planning • Insurance 	<ul style="list-style-type: none"> • New mortgage • Depreciation schedules • Insurance
Legal services	<ul style="list-style-type: none"> • Conveyancing 	<ul style="list-style-type: none"> • Rent agreement review 	<ul style="list-style-type: none"> • Conveyancing • Contract reviews
Trades	<ul style="list-style-type: none"> • Pre-sale repairs 	<ul style="list-style-type: none"> • Repairs and maintenance 	<ul style="list-style-type: none"> • Post sale renovations • Repairs and maintenance
Other	<ul style="list-style-type: none"> • Property reports • Valuations • Moving services • Styling services etc. 	<ul style="list-style-type: none"> • Property purchase advice • Savings plan • Moving services 	<ul style="list-style-type: none"> • Property reports • Moving services • Landscaping/furnishing • Inspections

Prop-tech capability – a critical component of strategy delivery

BMP is focussed on technology improvement and is close to finalising investments in an online property management platform and online auction & bid tracking technology platform. BMP's technology strategy overview is outlined below:

01

Building a rich and meaningful **customer experience** to grow conversion



Via better UX, enhanced customer journeys, and omni-channel services

02

Deriving Customer Insights using data analytics to increase effectiveness of services



Measured via sophisticated data analytics split into behavioural, transactional and financial

03

Leveraging continuous improvement and automation to drive **operational efficiency**



Resulting in an enhanced customer experience and supporting future scalability

To deliver this, BMP will:

Derive value from core business

Automation and efficiency

Deliver value from new frontiers

Mergers & acquisitions

Building foundations

Investment to support growth

Inhouse Tech Team

Taking more control and accountability for delivery

There is strong upside underpinned by BMP's ability to monetise its substantial web traffic – this is why BMP is enhancing its service offering

Following the successful completion of the Transformation Program, BMP expects to grow web traffic, lead conversions and ultimately revenue across its suite of service offerings.

BMP is aiming to achieve the following performance metrics in the next three years

		Current (FY18)	Expected in FY21
Web traffic		~ 40,000 unique visitors per month	~ 60,000 – 75,000 unique visitors per month (agency partner is incentivised to achieve this)
DIY Sales	Conversions into qualified leads	~ 2.6%	3.25% – 3.75%
	Average Order Value	~ \$975	~ \$1,050 - \$1,150 (ability to tailor services for each customer)
Rent	Total managed services rentals	-	~ 9,000 – 11,000
	Transaction fees	-	1.75% of rent and services provider payments that pass through the platform
Financial Services	Web traffic conversion into mortgage sale	-	0.05% - 0.15% Minimal cost incurred to convert some traffic
	Commission	-	0.65% of loan amount upfront 0.15% per annum trailing commission
Conveyancing	Web traffic conversion into sales	~1%	~1%
	Average Order Value	~ \$815	\$820 - \$850
Commercial Relationships	Additional net revenue per annum	-	\$600,000 - \$800,000



buyMyplace.com.au